POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
TEXAS	16,986,510	20,851,820	22,086,674	24,136,357
MEDIAN AGE (YRS)		32.4	33.1	34.3
FORT WORTH, TX	1,361,034	1,702,625	1,820,026	2,012,839
MEDIAN AGE (YRS)		32.8	33.7	35.1
HISPANICS (ANY RACE)		309,851	345,621	407,932
STATE'S PERCENTAGE		18.20%	18.99%	20.27%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		1,265,257	1,341,067	1,464,552
MSA'S PERCENTAGE		74.31	78.76	86.02
MEDIAN AGE (YRS)		35.4	36.3	37.8
BLACK/AFRICAN-AMERICAN		190,029	205,360	228,021
MSA'S PERCENTAGE		11.16	12.06	13.39
MEDIAN AGE (YRS)		29.0	29.6	30.7
AMERICAN INDIAN/NATIVE		10,044	11,181	13,181
MSA'S PERCENTAGE		0.59	0.66	0.77
MEDIAN AGE (YRS)		31.0	30.7	30.2
ASIAN		53,690	60,640	71,884
MSA'S PERCENTAGE		3.15	3.56	4.22
MEDIAN AGE (YRS)		30.4	31.4	33.6
HAWAII/PACIFIC ISLANDER		2,521	2,766	3,315
MSA'S PERCENTAGE		0.15	0.16	0.19
MEDIAN AGE (YRS)		23.5	23.1	23.3
OTHER		140,916	155,231	180,727
MSA'S PERCENTAGE		8.28	9.12	10.61
MEDIAN AGE (YRS)		23.9	25.0	26.4
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN SUBURBAN RURAL			541,024 1,155,804 123,198	581,015 1,288,503 143,321

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

Transportation and Marketing

INCOME	2002 ESTIMATED	2000 BBO JECTED	
INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$51,391		
PER CAPITA	\$24,731		
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$29,311,497,000	\$39,161,681,000	33.61%
FOOD AT HOME TOTAL	\$3,426,144,900	\$4,183,375,800	22.10%
FOOD AWAY FROM HOME TOTAL	\$3,292,736,500	\$4,318,171,600	31.14%
FOOD AS % OF TOTAL EXPENDITURES	22.92%	21.71%	
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$726,970,500	\$898,043,900	23.53%
FISH & SEAFOOD PRODUCTS	\$85,539,200	\$102,733,000	20.10%
FRUITS & VEGETABLES	\$409,669,800	\$490,901,900	19.83%
DAIRY PRODUCTS	\$372,857,100	\$452,600,200	21.39%
BAKERY PRODUCTS	\$370,041,800	\$437,624,100	18.26%
CEREALS & PRODUCTS	\$184,351,300	\$231,381,300	25.51%
PREPARED FOODS	\$515,736,000	\$634,038,600	22.94%
JUICES	\$107,719,200	\$130,085,400	20.76%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH FAST FOOD FULL SERVICE	\$220,744,300 \$106,269,400 \$114,474,900	\$320,160,700 \$149,592,100 \$170,568,600	45.04% 40.77% 49.00%
LUNCH FAST FOOD FULL SERVICE	\$781,428,700 \$486,206,500 \$295,222,200	\$1,020,975,400 \$618,931,800 \$402,043,600	30.65% 27.30% 36.18%
DINNER FAST FOOD FULL SERVICE	\$1,221,155,000 \$462,762,800 \$758,392,100	\$1,628,657,200 \$593,902,400 \$1,034,754,800	33.37% 28.34% 36.44%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$1,091	\$1,225	12.28%
POULTRY	\$352	\$395	12.22%
EGGS	\$57	\$62	8.77%
FISH & SEAFOOD			
FRESH	\$80	\$86	7.50%
FROZEN	\$30	\$35	16.67%
CANNED	\$18	\$19	5.56%
FRUITS / VEGETABLES			
FRESH	\$434	\$476	9.68%
CANNED	\$83	\$94	13.25%
FROZEN	\$71	\$73	2.82%
OTHER	\$27	\$26	-3.70%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$169	\$184	8.88%
CHEESE	\$150	\$158	5.33%
ICE CREAM	\$92	\$101	9.78%
BUTTER / MARGARINE	\$40	\$49	22.50%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$436	\$469	7.57%
COOKIES	\$80	\$85	6.25%
CRACKERS	\$40	\$43	7.50%
CEREALS & PRODUCTS			
CEREALS	\$142	\$154	8.45%
PASTA PRODUCTS	· \$51	\$61	19.61%
FLOUR & MIXES	\$39	\$47	20.51%
RICE	\$44	\$54	22.73%
PREPARED FOODS			
SNACKS/CHIPS	\$129	\$151	17.05%
JUICES	\$162	\$177	9.26%
FROZEN/PREP. OTHER	\$105	\$122	16.19%
SOUPS	\$63	\$73	15.87%
SAUCES & GRAVIES	\$60	\$61	1.67%
BABY FOOD	\$51	\$56	9.80%
FROZEN MEALS	\$49	\$55	12.24%
NUTS	\$29	\$32	10.34%
SALADS	\$28	\$33	17.86%
C. LLADO	Ψ20	ΨΟΟ	11.5570

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch